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**TELECOPIER TRANSMITTAL FORM**

**DATE:** April 6, 2005  
**TO:** Examiner Daniel Lastra  
**FIRM:** USPTO, Group Art Unit 3622  
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**FROM:** Jon A. Gibbons

**TOTAL NUMBER OF PAGES: 13**  
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**MESSAGE:****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicant(s):** Reiner KRAFT et al.

**Serial No.:** 09/757,901

**For:** *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH  
INTEGRATION OF PHYSICAL LOCATION USING GPS*

**Enclosed are the following:**

Supplemental Preliminary Amendment (12 pgs.)

**Docket No.:** ARC9-2000-0048-US1

**110-A00-005**

**November 15, 2005**

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**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appl. No.	:	09/757,901	Confirmation No.	:	8326
Applicant	:	Reiner Kraft et al.			
Filed	:	January 10, 2001			
TC/A.U.	:	3622			
Examiner	:	Daniel LASTRA			
Docket No.	:	ARC9-2000-0048-US1			
Customer No.	:	23334			
Title	:	Personalized Profile Based Advertising System and Method with Integration of Physical Location Using GPS			

**VIA FACSIMILE (571) 273-8300**

**MAIL STOP AMENDMENT**

Commissioner for Patents

P.O. Box 1450

Alexandria VA 22313-1450

Attention: Examiner LASTRA

**SUPPLEMENTAL PRELIMINARY AMENDMENT**

Sir:

This is in response to the Office Action dated October 27, 2005 in which the claims were not compliant under 37 CFR 1.121, which responded to the Applicant's bona fide attempt to reply to a Final Office action on April 6, 2005. This amendment with the following remarks is a substitute and a replacement for the Applicant's Preliminary Amendment filed on April 6, 2005. Please enter and consider the following amendment and remarks prior to an examination on the merits and calculation of any fees:

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Date

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Karen Taragowski  
Signature

ARC9-2000-0048-US1

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